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PRICE LIST 1931

Howard's Strawberry Fields

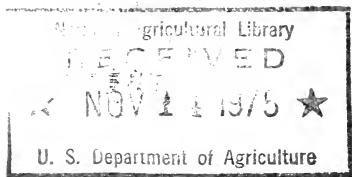
Brodhead, Wisconsin



*Plants That Grow
Luscious Strawberries*

24.00
4.00
4.00
4.40
2.00
3.00

41.40



Early Varieties

Premier (Per.)

Extra early. Fruit very large, medium dark red. Red to the core, and firm. Rich strawberry flavor. Heavy fruiter. **Frost resistant.** The fruit is a price getter. Vigorous plants. Rapidly becoming the leader among commercial growers. Berries large till the end of the season. The demand is heavy for Premier.

Cooper (Per.)

Giant of the Strawberry Family

The big **Cooper**. As sweet and good as it is big. Highly productive. Highly flavored and highly attractive. Grow them by the bushel. Hardy, strong growing plants. We recommend **Cooper** for home use, fancy markets, roadside markets, or wherever there is a demand for big sweet strawberries.

Senator Dunlap (Per.)

The Old Reliable

One of the best standard varieties. A good plant maker, heavy fruiter, rich acid flavor. Large, luscious, red berries; preferable for table use, home canning, and adapted for canning factory use. Fruit is firm and a good shipper. Ordinarily produces 8 to 14 berries to a stem. Under favorable conditions will produce several fruit stems to a plant. Probably the most universally grown. A real money maker.

Dr. Burril (Per.)

The Million Dollar Strawberry

Very beautiful, highly productive. Hardy and dependable. A wonderful canning variety. Very similar to Sentaor Dunlap.

Howard 17 (Per.)

A big yielder. Rich, nice large berries. Season early to late. Good plant maker. Very similar to the Premier. Has produced at times as high as 15,000 quarts per acre.

Missionary (Per.)

Will do well on any kind of soil. Will do better than most others on lighter soils. Berries medium size, dark red color, rather tart. Attractive appearance. Good shipper. A favorite for cold pack method. Leading berry in Florida and popular in other southern states.

Mid-Season Varieties

Eaton (Per.)

The **Eaton** is for canning and preserving. It is a very good shipping variety. The berries are firm and solid all through. They have a rich red color inside and out which holds during cooking. Has a pleasing, mild sub-acid flavor. Berries medium to large. Has fresh, attractive appearance after reaching destination.

Harvest King (Per.)

The King of June bearing varieties. Highly productive. Blooms late and ripens early. Produces late in season. Good plant maker. Attractive and delicious. Will stand adverse conditions. A leader in fancy markets.

Beauty (Per.)

A variety well to the top of the list among growers. Attractive, delicious, large, solid, juicy, sweet and late. Foliage grows tall and heavy. Easy to grow, to pick and to sell. A good keeper. Commands high prices.

Glen Mary (Per.)

An old variety grown in the East. It does not do well in the South. A vigorous grower, of good sized, irregular shaped berries. Very highly productive. Our stock is low on this variety.

Big Joe (Per.)

A good running mate for the Premier. One of the best money makers. Fine handsome berries; brings a premium over other varieties. Fruit large and attractive. For market gardeners or road-side market. Grown extensively in the East.

Late Varieties

Aroma (Per.)

A Dependable Late Variety

Ripens early and late. Lengthens your berry season. Grown exclusively in many localities. Good shipper. Color and flavor hold well after cooking. Fair size berries.

Pearl (Per.)

The Latest of Late Varieties

The **Pearl** is a very late berry, therefore will lengthen your season, and brings good prices after other varieties are gone. It blossoms late and often escapes frosts that sometimes wipe out early varieties. Produces heavy crop of large berries when planted in rich soil. Give them plenty to eat and drink and they will produce big berries for you. The berries are dark red, very firm and will remain in good condition longer than most varieties.

Gibson (Per.)

Midseason

Heavy yielding variety. Berries are large, firm, deep red. Favorite commercial grower in Michigan. Berries large all through season. Used over a wide range of country. Foliage vigorous and upright.

Big Late (Imp.)

One of the best extra late strawberries. A recognized market berry. Very firm. Splendid shipper. Fruits heavily. Highly attractive. Absolutely dependable. Lengthen your strawberry season by setting some Big Late. Should be planted with some late bisexual.

Wm. Belt (Per.)

The berry where size and appearance determine the selling price. They average large, somewhat irregular. Grown in middle, northern and western states. Good plant maker. Does better on clay or heavy soil.

PRICE LIST FOR 1931

NOTE: On orders of \$3.00 or more received and paid for before March 15, we will add 5% of stock to the order free of charge. Orders for less than \$1.00 not booked unless 10 cents additional is added to the order.

Approximate

STRAWBERRIES	Weight	Per 100 Plants					Per				
		25	50	100	200	300	500	1000			
Aroma.....	4 lbs.	.50	.75	1.25	2.00	2.75	4.00	7.00			
Eaton.....	4 lbs.	.40	.60	1.15	1.90	2.50	3.50	6.50			
Cooper.....	5 lbs.	.50	.85	1.50	2.25	3.00	4.50	8.50			
Gibson.....	4 lbs.	.50	.75	1.25	2.00	2.75	4.00	7.00			
Dr. Burril.....	3 lbs.	.50	.75	1.25	2.00	2.75	4.00	7.00			
Premier.....	4 lbs.	.50	.75	1.25	2.10	2.90	4.00	7.50			
Pearl.....	4 lbs.	.60	.90	1.50	2.50	3.50	5.50	9.00			
Senator Dunlap.....	3 lbs.	.40	.60	1.00	1.75	2.40	3.25	5.00			
Howard 17.....	4 lbs.	.60	.75	1.25	2.10	2.90	4.00	8.00			
Wm. Belt.....	4 lbs.	.50	.75	1.25	2.00	2.75	4.00	7.50			
Missionary.....	3 lbs.	.50	.85	1.50	2.25	3.00	4.50	8.50			
Harvest King.....	4 lbs.	.75	1.10	1.75	2.60	3.75	6.00	9.75			
Beauty.....	4 lbs.	.60	1.00	1.75	2.65	4.00	6.25	10.00			
Glen Mary.....	4 lbs.	.60	1.00	1.75	2.50	3.75	6.00	9.00			
Big Joe.....	4 lbs.	.50	.85	1.50	2.50	3.00	4.50	8.50			
Big Late.....	4 lbs.	.65	1.00	1.85	2.75	4.00	6.00	10.00			

Everbearing

Mastodon.....	6 lbs.	.90	1.65	2.50	4.50	6.00	8.50	16.00			
Champion.....	4 lbs.	.90	1.65	2.75	4.50	6.00	8.00	16.00			
Progressive.....	4 lbs.	.90	1.50	2.50	4.00	5.75	7.50	15.00			

1. Postage must be included on P. O. orders. Quantities of 500 plants or over sent express collect.

2. Terms: Cash with the order.

3. Set plants early. Late settings not dependable.

Everbearers

Mastodon (Per.)

The JUMBO of the Strawberry Family

1. Largest of any known everbearer.
2. Fruit very palatable and highly productive.
3. Berries uniform and large from beginning to end of season.
4. Berries sweet, large and firm.
5. Fruits until freezing weather.
6. A good plant maker.
7. Plants large and vigorous grower.
8. The new sensation of everbearers.
9. Begin picking berries 90 days after planting.
10. With the **Mastodon** you can have luscious berries and short cake during several months of the year.
12. We pick **Mastodon** berries in November.
13. One hundred plants will give you lots of delicious short cake out of season.
14. Very highly productive and dependable.
15. Fruits all fall, again next June, and again all fall the second year.
16. Three big crops in 18 months.
17. Every plant is loaded with blossoms and fruit, both green and ripe.
18. A heavy producer.
19. Makes just enough runner plants to fill a row.
20. Set plants 18 inches apart in the row.
21. Fertilize and cultivate well.
22. Cover your **Mastodons** for winter. They may winter kill in Wisconsin easier than some other varieties.

Progressive (Per.)

A standard variety and an old favorite that does well in either narrow rows or hills. Begins fruiting three months after planting. Produces a large crop of luscious berries the same year as planted, then again the following year. The fruit is medium large, highly flavored and beautifully colored. The foliage is vigorous and will stand more adverse weather conditions than most any other variety.

Champion (Per.)

The **Champion** is a good standard everbearer with berries sweet, dark red and medium large. Will produce abundantly when amply supplied with food and water. It is similar to the Progressive, but fruit shaped differently. It is a fairly good plant maker.

Instructions for Growing

When to Plant. Early spring, April and May. Just as early as the soil can be worked in the spring. The earlier the better, while the plant is yet dormant, and before the weather gets too warm and dry.

Where to Plant. In any soil that will grow other good crops—good rich, sandy loam preferred—that will drain easily. Avoid low, frosty places.

How to Plant. Have soil plowed deeply and harrowed and well leveled. Spring plowing is all right, but fall plowing is better (except sod), as it allows the soil to settle and turned under vegetbale matter to decay. For field culture have rows 3 feet 8 inches apart and set plants 18 inches apart in the row, more or less, according to different varieties, using a trowel or spade to make holes. Spread roots fan shape, being careful to have the holes deep enough so the roots will not be folded back. Set crowns even with the top of ground; then firm the dirt well around them. Too shallow setting will expose roots to sun and wind and plants will die. Too deep will smother the crown and plant will not live.

Cultivate frequently throughout the growing season and early fall, as this preserves the moisture. Hoe them when necessary and a little soil thrown on the runners helps them in rooting. Keep fruit stems picked from newly set plants until after July 1st. Everbearers will produce a full crop on stems set on after that date, throughout the summer and fall, the same year they are set. June bearers will bear the following spring.

Care of Patch After Picking. At the end of the fruiting season to renew the bed for another year it is a good practice to mow, rake off and burn old vines. The mownig and burning will destroy any leaf disease and insects that may be in the leaves. Then go over the field with a riding cultivator, cutting out old plants and narrowing down the row to six or eight inches wide. Work the ground till there is a good bed of fresh dirt for new runner plants to set for the remainder of the season. Remember, it is always the new plants that produce the best results the following season. A light layer of stable manure, if free from weed and grass seed, put on after the ground freezes as a winter mulch, will benefit the plant and fruit production.

**HOWARD'S
STRAWBERRY FIELDS
BRODHEAD, WISCONSIN**

**Vigorous Plants
with Good
Root System**

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